GOVERNMENT OF INDIA
RURAL DEVELOPMENT
LOK SABHA

UNSTARRED QUESTION NO:1436
ANSWERED ON:28.11.2000
AUDIO VISUAL PROGRAMMES FOR RURAL DEVELOPMENT
MD ANWARUL HAQUE

Will the Minister of RURAL DEVELOPMENT be pleased to state:

(a) the norms of selection of scripts for audio-visuals for various schemes of rural development under the IEC Division of the Ministry;

(b) the number of audio-visual including films prepared/produced during each of the last three years with duration language and zone-wise break-up thereof;

(c) the funds allocated and actually utilised on these programmes during the said period;

(d) the number out of these programmes screened on TV channels especially in the North-Eastern States;

(e) the impact of these programmes on the rural development scheme; and

(f) the details of funds allocated to agencies for the implementation of rural development programmes by the said division of the Ministry during this period?

Answer

MINISTER OF RURAL DEVELOPMENT (SHRI M. VENKAIAH NAIDU)

(a) The scripts received in respect of audio visuals are considered keeping in view the relevance of the `message` sought to be communicated.

(b), (c) & (d) The details are enclosed at Annexure.

(e) While a specific study has not yet been carried out in this regard, the impact, in overall terms, on Rural Development activities, has been favourable.

(f) IEC is a support activity to Rural Development Programmes, the funds for which are released by the concernedDivisions (of the Ministry).

ANNEXURE

ANNEXURE REFERRED TO IN REPLY TO PARTS (b) to (d) OF LOK SABHA UNSTARRED QUESTION NO. 1436 FOR 28.11.2000 REGARDING AUDIO-VISUAL PROGRAMMES FOR RURAL DEVELOPMENT.

(b) Details of Audio-Visuals produced during the last three years:

Year	Details of Audio-Visuals Produced	Agency
1997-98	Four Video spots on National Social Assistance Programme (NSAP) in Hindi, 11 regional languages and three languages of North East namely Nagamese, Manipuri and Khasi.	Directorate of Advertising and Visual Publicity
1998-99	NIL	
1999-2000	NIL	

(c) Funds allocated and actually utilised on these programmes during the last three years:

Year	Funds Allocated	Funds Utilised
1997-98	Rs. 287.20 lakh	Production - Rs.12.98 lakh Telecast- Rs.55.50 lakh
1998-99	NIL	Telecast - Rs. 38.41 lakh
1999-2000	Rs. 412.75 lakh	Telecast - Rs. 42.31 lakh

(d) Number of programmes screened on TV channels during last three years especially in the North-Eastern States:

Year	Details of Telecast	Telecast in N.E.
1997-98	42 telecasts of NSAP on National Network	180 telecasts of NSAP on Regional Kendra
	Out of 180 telecasts, 12 telecasts from DDK, Guwahati	
1998-99	75 telecasts of NSAP on Regional Kendras	28 telecasts of Panchayati Raj on Regional Kendras
	Out of 75 telecasts, 5 telecasts from DDK, Guwahati	
1999-2000	10 telecasts of NSAP on National Network	225 telecasts of NSAP on Regional Kendras
	Out of 225 telecasts, 15 telecasts from DDK, Guwahati	